

*One of the
Handy Dog Booklet Series*

HOW TO SELL DOGS

By CAPT. WILL JUDY

Editor of Dog World Magazine, Author of The Dog Encyclopedia, Training the Dog, Care of the Dog, Kennel Building and Plans, Principles of Dog Breeding, and Sirius Series



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It is a pleasure to invite attention to the scientific, authoritative, vigorous manner of presentation characteristic of his writings, not only on dogs but also on general subjects.

The price of these booklets is 25c each, 3 for 50c, 7 for \$1, 8 or more, 13c each; or a special price of \$1.50 for all twelve. Or all twelve nicely bound in book form, \$2.50. Cash or COD. Any assortment of titles. Order either by number or title.

As the subjects covered by the Handy Dog Booklet Series are those which interest every dog owner, breeder and lover in a practical, important way, the publishers take pleasure in offering them in this convenient, low-priced booklet form. More copies have been sold (104,000 total thus far) than of any other printed matter in the dog field.

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HOW TO SELL DOGS

There are approximately 45,000 breeders of dogs in the United States and 5,000 in Canada. Practically all of these persons sell dogs. Many of them depend upon the income from the sale of dogs for the necessary additional funds with which to pay their own living expenses. Some use this income for extra spending money. A number depend upon this income to defray their entire living expenditures. Others breed and sell dogs to defray various costs, such as sending a son or daughter thru college, buying furnishings for the home, and so forth.

Whether one breeds dogs for hobby or for commercial values, it is well that the sale of dogs be conducted in a businesslike way and on the basis of correct sales psychology.

A—WHAT ARE ESSENTIALS OF SELLING?

The individual kennel conducts its selling activities efficiently on the basis of the following requirements:

1. First, dogs which are not to be retained for breeding or show, are sold as soon as possible. These dogs known as pet and companion stock become profit-eaters inasmuch as a 5 months' old puppy fetches no higher price than a 3 months' puppy.

2. Sales are made at a proper level of prices, neither too high nor too low.

3. Customers are satisfied because dogs are represented truthfully,

correct papers are furnished promptly, and sound healthy dogs worth the sales price have been purchased by them.

Making "Easy Money"

Today the dog is exceedingly popular and every day is the dog's day. This popularity is based mostly upon the progress of pedigreed dog breeding; mongrels can be had for the asking, as will always be true. An active market has been created for the sale of the dog as companion and useful aid. Consequently, many persons enter the field of dog breeding believing that it offers quick and easy money.

Requirements for Success

The requirements for success in the breeding of dogs are the following:

1. Sincere love for all dogs.
2. An understanding of the general laws of heredity and of the bloodlines within the particular breed so that specimens approaching the standard of breed perfection will be produced.
3. The desire, the time, and the efforts necessary to study the bloodlines, to care for dogs, and to observe them day after day as they develop.
4. Patience and then more patience because even tho one reads all the books about dogs, it requires experience and direct observation over a period of three to five years until the breeder can feel conscientiously that he has a good working knowledge of breeding and can proceed with some assurance and certainty.

5. The possession of the spirit of sportsmanship, which ever finds curiosity and a thrill in breeding new litters and prospective new winners.

6. This same spirit of sportsmanship must be carried over to the association with other breeders and with exhibitors at shows so that when dogs of his ownership do not win at shows, he can lose with grace.

Therefore, do not rush into the breeding of dogs in order to make easy, quick money. You will be disappointed; you will contribute nothing of value to the dog fancy; you will not contribute anything by way of sportsmanship to the vast fraternity of dog breeders. Soon you will be disappointed, become disgruntled, and resort to complaint, criticism, and personal accusations against fellow-breeders.

B—METHODS OF REACHING PROSPECTS

Dogs do not sell themselves, that is, they do not find new masters as sales prospects unless we have in mind the wistful, tail-wagging wandering mongrel who is found on your doorstep of a morning and refuses to leave.

The breeder must use one or more and preferably all of the eight means of contacting sales prospects. These are as follows:

1. Casual Contacts

The first medium of contact are casual visitors. When one meets a person who might be interested in the ownership of dogs whether as pet or breeding stock, the opportunity can be taken advantage of tactfully to present an offering of stock for sale now or later.

2. Use of Signs

The second medium of contact is that of signs on the highway. Kennels located on traveled roads can make excellent use of signs. These should be placed in V-shape or at right angles to the road and painted on both sides so that traffic both ways can read the signs.

Signs should be painted in attractive colors. The breed fancied should be placed in silhouette at the top of the sign, designed out of wood or metal.

Kennels located on the highways, which exhibit their signs, can expect to receive a large number of callers. Many of them will be curiosity seekers who should be disposed of as promptly as possible consistent with courtesy. Also, roadside signs usually attract buyers who desire to purchase dogs as pets and therefore at somewhat low prices.

3. Dog Show Opportunities

The third medium of contact with sales prospects are the dog shows. Here the exhibitors can contact spectators who usually wish to purchase a dog as a pet in the home and as a companion for the children.

Also it is easy to contact other breeders of the same breed who may be interested in obtaining a stud for mating or in purchasing stock for breeding and show purposes.

4. Dog Magazines

The fourth medium of contact is advertising in the dog publications. Dog publications reach dog people only, persons who are interested solely in the ownership or the purchase of dogs as otherwise they would not obtain and read the magazine. Consequently, dog magazines of bona-fide circulation, particularly if the circulation is nationwide and substantial, can bring the sales message of the breeder to a one hundred per cent prospect buying field.

Progressive breeders subscribe to one or more dog publications. The ads in these publications are as interesting to the breeders as is the reading matter. Each one is anxious to know what his friendly rival is featuring in the way of studs and sales offerings.

The family, after much discussion and pleading, have prevailed upon father to purchase a dog. Father goes to the news dealer and asks for a magazine on dogs. He is a hot, fresh prospect for a dog sale. Consequently, the newsstand circulation of a dog publication brings the advertiser's message each

month to a new, different, responsive class of buyers.

Every breeder should allot a certain sum of money for advertising in the dog publications. This advertising should be done constantly rather than just now and then. Approximately 12½ %, or one-eighth of all gross income, is a working budget.

5. General Publications

Other publications than dog magazines can be used for additional advertising of stock for sale as guards, pets and companions, the fifth medium.

Stock at stud can be advertised only in dog publications to advantage, but puppies for sale can be advertised to advantage in other publications at times, particularly local newspapers, where a quick sale is desired. However, for higher prices and the sale of the better grade of stock, the dog magazines stand pre-eminent.

We must make mention of what may be termed semi-society class publications, which offer an attractive field for the sale of dogs into homes which belong to the middle and higher classes of families.

6. Printed Literature

The sixth medium of contact is thru printed material. This includes stationery such as letterheads, envelopes, business cards, stud cards, kennel folders, shipping tags, and the like.

Prospects by mail must judge the breeder on slight evidence as there is no other information available. Consequently, wellprinted attractive stationery gives a favorable impression to the prospect. It indicates that the seller is a person of reliability, one who takes pride in his dogs, one who is businesslike.

7. Mailing Lists

The seventh medium is that of mailing lists. Every breeder should have a file, preferably on three-by-five cards, giving the names and addresses of possible buyers of dogs and owners of matrons for stud service. And a complete card file



• This ad illustration emphasizes dogs as "valentines." The gift of a dog can be stressed for birthday occasions, Christmas of course, and other suitable occasions.

of actual customers; see section 8 immediately following.

Mailing lists also can be obtained from the public records of dog licenses, from names in the local papers, from specialized lists in telephone directories such as lists of lawyers and doctors; in general, the wideawake breeder will pick up names here and there for addition to the mailing list.

8. Sales thru Good Will

The eighth and last medium of contact may be termed an indirect

one for it is thru the old customers, satisfied customers, who come back for a second dog or who tell their friends about the breeder who sold to them the very satisfactory dog they already have. The well-established breeder will effect about a fourth of his sales to old customers or friends of old customers.

It must be understood that these fields do not cover all prospects. The alert seller can find prospects everywhere and need not "look to the book," so to speak, for his prospects.

C—SUGGESTIONS ON ADVERTISING

When should One Begin?

This is an age of publicity. Each seller must fight for patronage and the one who presents his message most often and ably, secures the business.

Breeding of dogs is based upon the love of dogs and upon sportsmanship but the necessity for the adoption of present-day selling methods is the same in the dog field as in any other field of activity.

One should begin to sell at once and keep on selling.

The time to offer a litter for sale is when it is whelped or sooner. By the time the advertisement is printed in the dog publications and is read by the readers and these readers in turn carry on correspondence with the breeder, weeks have elapsed and the puppies have arrived at saleable age.

If one is offering studs, his ad should be constant because the owner of a matron is not interested today, but may be tomorrow, depending upon when or how soon a bitch is due in heat.

The advertisement that is seen month after month creates confidence on the part of the reader that the advertiser is reliable and offers worthwhile dogs.

Also when the reader is ready to buy, which may not be for some time, he has the name and address of the seller convenient for reference if the advertisement is in the current issue of the publication.

Otherwise, the current advertiser gets last month's advertiser's sale.

Nature of Advertising Copy

Advertising such as is employed in a dog publication must attract attention; then must sway and influence the reader favorably and finally urge him to send in the order or inquiry.

In your advertising copy, state the general bloodlines and connect your dog with outstanding ancestors.

Above all, present the special advantages which your kennel possesses. Every kennel possesses certain advantages which no other kennel has. Repeat these constantly until they become almost a trademark.

YOUR ADVANTAGES MAY BE ONE OR MORE OF THE FOLLOWING:

Your dogs have been constant winners at dog shows.

You will take back an unsatisfactory dog that you sell.

Your kennels are kept clean, and dogs are free from diseases.

Your pedigrees are correct, registrations are guaranteed; papers are furnished promptly.

All your dogs are inoculated against distemper.

Veterinarian's certificate of good health accompanies each shipment.

Your dogs are noted for their intelligence, their ability to hunt in the field, their vitality, or their temperament.

7—HOW TO SELL DOGS

Your dogs possess certain blood-lines which are particularly important or necessary.

HERE ARE SPECIFIC SUGGESTIONS FOR AD COPY.

State major wins of the dogs or their get. When offering dogs for sale, state age, whether inoculated, housebroken, over distemper, trained and so forth.

Too low prices stated in the ad scare the prospect away, unless the sale really is a final clearance.

Only one breed should be mentioned in the ad.

If your price is high, do not mention it in the ad; sell the price to the prospect after he has answered.

A picture attracts eye attention and increases the drawing power of an ad.

If possible, adopt a kennel design or illustration which identifies you and your dogs; use it in all your advertising and printed matter.

Your advertising copy should be changed at least every three months.

Change your copy with the seasons; for instance, just before Christmas, emphasize puppies as gifts.

Do not be humorous; it's hard to be funny, and a joke is poor sales appeal.

The more you tell, the more you sell—and Confucius didn't say this. But do not overcrowd your copy; take more space or revise your copy.

And when the prospect does inquire, answer promptly, fully and to the point, namely, a definite sale—that's part of a good ad also.

D—SELLING BY CORRESPONDENCE

Answering the Prospect's Letter

You have received from advertising or other source a letter of inquiry. It may be on a postcard and written in pencil. You must determine whether or not the postcard inquiry is as probable a sale as the typewritten letter on engraved stationery. On the whole, we believe

that at least the first letter of reply should be as complete to the postcard inquiry as to the inquiry written on the best stationery and in the best manner.

First, answer the inquiry promptly, at least within two days after it is received. The same prospect may have written to other breeders, and likely will purchase from the first one who answers satisfactorily. Also if the answer is received long after the inquiry has been made, the impression upon the prospect is not as favorable.

Desirability of Kennel Folder

Later correspondence may prove a burden in time and particularly so if one has many other duties in the kennel or in another line of work. So it is well to have a folder or leaflet describing the kennels and dogs in general so that the prospect can get a quick general understanding of the bloodlines, the objects of the kennel in breeding, the general type of stock, and one might say, the "feel" of the kennel.

This printed leaflet inclosed in the letter of reply answers many questions and lessens the need of a long letter.

The inclosure of a typed, mimeographed or otherwise printed list of



dogs for sale, with stated prices, often expedites a sale and assures the prospect that the prices asked are not set according to "what the traffic will bear."

Dearth of Information

"If only the prospect would say exactly what kind of dog he wants," is the chief complaint of the breeder. And his complaint often is justified. The average prospect may not know clearly just what he does want; in fact he may be inquiring about a great dane when in his own mind, he is not certain whether the great dane is a medium-sized or large-sized dog.

The following are important parts of sales negotiations and consequently must not only be known in advance but should be clearly stated in the correspondence so that there will not be a misunderstanding later:

Age of dog desired, sex, markings, for what purpose desired—home, children's companion, watchdog, hunting, breeding, showing, or other use.

If the prospect states whether he lives in a house, an apartment or on a farm, the seller also is better able to make a suitable offer.

Letters Not Too General

Usually the seller should furnish all information in the first letter. If he writes for information from the prospect, the latter may lose interest, not even answer the letter, or in the meantime, buy elsewhere.

Consequently, the seller should answer promptly and somewhat fully; not offer too many dogs in the letter, state whether shipment can be made at once, and above all, state the color, markings, sex and ages of the dogs offered.

Picturing the Perfect Dog

Here we come to an important consideration. Sometimes a breeder paints a word picture which describes the perfect dog, a coming champion worth hundreds of dollars, but will be sold out of the breeder's good heart, for forty dollars or even less. In fact, some breeders copy parts of the standard

as description of the dog or dogs for sale.

If one is seeking to sell a dog to a breeder or exhibitor, these descriptions are of material importance for it is understood that a breeder or exhibitor is buying a dog of the best type according to the official standard.

The glowing descriptions are not particularly vital if the prospect desires a pet only. In these cases, the soundness of the dog and its good health, color, size and disposition are more important.

What Services and Guarantees

Do not sell perfect dogs. Do not guarantee too much.

State whether your dogs are inoculated, whether or not you furnish a veterinarian's certificate, whether or not your dogs are shipped on approval, and whether you guarantee their health for a certain period of time after receipt. As a matter of wise practice, the period of health guarantee should not exceed ten days after the dog is received.

State that your offerings are for prompt acceptance because you cannot afford to lose sales to other prospects.

Why Prospects do Not Reply

Failure to reply does not mean that the prospect is not a worthwhile prospect or that the letter was not properly written. He may be in touch with three, four or five kennels at the same time. He may suddenly lose his desire to own a dog. His funds may have been spent elsewhere. He has not yet made up his mind definitely or has not yet arranged for proper quarters for the dog. He has not yet persuaded the wife that she should permit him to have a dog in the house.

Details before Shipment

The sale has now been made thru correspondence. Notify the purchaser just when you will ship the dog. Send all papers by registered mail.

If you receive a check, you can withhold shipment for a few days while you are worming the dog or

grooming it into condition for shipment and in order that you can assure yourself that the check will clear at the bank.

It is well to hold back papers for two or three days for this same reason.

The Value of Pictures

Every kennel should be equipped with a camera. Pictures of dogs have an immense sales appeal; in themselves they answer questions. They also eliminate the probability of controversy later. When the prospect has received in advance a picture of a dog and buys the dog in the picture, there cannot be complaint later about markings, size, and type.

Pictures should not be costly for the breeder soon learns that many

prospects do not answer his sales letter or return pictures.

Consequently while a snapshot should be enclosed with every sales letter, it should not be a costly one. Many snapshots will be sent out and few returned. It is advisable to inclose stamped and addressed envelope for returning the snapshots or pictures.

Send out pictures that have sales appeal—a puppy cuddled in someone's arms, playing with a puppy, looking intently at some object, peeping out of a box, or blinking in the sunshine.

The puppy should present an attractive, winsome, alert, and even semi-humorous appearance so that he wins his way into the good graces of the observer of the picture.

E—SALES AT THE KENNEL

We have discussed the making of a sale thru correspondence and at a distance. Now we consider the making of a sale in the kennel while the prospect is present and the sale is for immediate delivery.

The breeder must determine in his own mind from the appearance

and manner of the prospect whether a good or indifferent dog is in order.

First, ask a number of general questions such as whether a dog is wanted for pet or for show, whether the prospect lives in a house or in an apartment, whether he has owned a dog previously, whether there are children in the family, whether he knows his preference in color and quality of dog.

Disposing of Curiosity Seekers

Perhaps the whole family has swarmed into your grounds for the purpose of sightseeing. Decide definitely whether they are merely curiosity seekers or sincere prospects. It is true that sometimes a curiosity seeker can be turned into a sincere prospect. Do not be too hasty in forming your decision, or in telling the prospect that you do not have a dog to meet his wants.

Handle the question of price tactfully. The prospect may be sensitive. Take your time in announcing a price which the prospect may consider high at first.

If you feel that there clearly is not any prospect of a sale, state courteously that you do not have available a dog of the age, sex, color, type or price.



• Attractive kennel signs like this one, well located, attract sales prospects

A kennel located on the highway will need to adopt these tactics in self-defense as particularly on Sundays and holidays, one hardly finds time enuf even to feed the dogs.

Also, if there is another kennel nearby where distemper or other disease is known to exist, inquire whether the caller has visited there. If so, he should not be allowed to handle the dogs.

Kennel Office Desirable

Every kennel should have an office or at least a room where prospects and visitors can be held for the time. It is not good policy to rush the visitors directly into the kennel. It can be done, of course, hurriedly and then the prospect brought into the kennel office for the sales effort.

Show Only One Dog at a Time

If the sale is to be one merely of a pet, bring out one dog at a time to the office and let the prospect decide. We suggest that the better

dogs at the higher prices be brot out first, for, from a psychological standpoint, the prospect will not be satisfied with a later dog of poor appearance and will come back to the higher-priced dog.

Make your statements carefully concerning the type and health of the dog and the extent of your guarantee against later sickness or death. Have the buyer examine the dog carefully so that there can be no complaint of misrepresentation later.

Obtain Buyer Information

If the sale has been agreed upon, groom the dog and deliver at once to the buyer, along with all papers, if the purchase price is cash paid.

If the buyer offers a check in payment, note the license number of the automobile, if he has come in an automobile. Also obtain the address, where employed, and other details. If a check is presented, it might be well to state that the papers will be mailed within four or five days.

F—ADDITIONAL SALES SERVICES

We already have mentioned under the making of a sale thru correspondence, certain services which the seller may offer.

Inoculation Certificates

If the seller inoculates all dogs against distemper, this is an added inducement for the buyer to purchase. The tag or certificate of inoculation should be given to the buyer. In our opinion, every dog should be sold already inoculated against distemper.

A number of kennels make a practice of giving a veterinarian's certificate with each dog. We ourselves think this good practice. Of course, where the dog is purchased in the kennel and taken away at once, there is not the necessity of such certificate nor its availability.

The cost of examination and inoculation should be included in the price of the dog.

Guarantees concerning Health

There is the additional question of the guarantees which the seller gives to the buyer. We are not now

speaking of sales on approval. Either the seller of a dog should make a definite guarantee of health and of replacement of the dog at the time of sale or state specifically that there will be no refunds, claims or returns considered—that the dog is taken as is.

Replacing a Dog

To guarantee the health of a puppy is uncertain prophecy for by improper feeding, a puppy under a new owner's care can become seriously ill within forty-eight hours. However, even tho a veterinarian's certificate and an inoculation certificate are given, as a matter of sales policy we would agree to replace any dog which died, except from accident, within ten days after receipt by the buyer.

The choice of the second dog would be at the seller's discretion and shipment when a suitable dog is available. Express charges on the second dog should be paid by the purchaser.

Accessories with the Sale

Unless the dog is sold at a low price, it is excellent sales policy to give a durable collar and lead with the dog.

When a dog is to be shipped, many things are to be taken into consideration and these are set forth in the author's Handy Dog Booklet "How to Ship Dogs."

Ribbons and Cups

Unless a definite agreement is had in advance, the sale of a dog does not legally carry with it the right to the ribbons and cups which the dog has won. Usually the seller is willing to give these with the dog but there is no legal obligation to do so.

Furnishing of Papers

For every dog sold there should be given the signed three-generation pedigree certificate, properly pre-

pared registration application including the litter registration number, and any certificate of health.

When a dog is sold as eligible to registration, it is implied that these papers will be furnished and the buyer has a legal right to demand them. No extra charge should be made for these papers and any effort to collect extra money before the papers are supplied, borders upon dishonesty.

If the dog is not to be registered or bred, the buyer should sign a written statement to this effect.

Records should be Well Kept

The well-managed kennel will keep its records in good condition for ready reference. A 3 x 5 card or other entry should record the name and address of the buyer along with other information on the sale.

G—SALES ON INSTALLMENT PAYMENTS

A great number of dog sales are made by correspondence and at a distance. It is surprising that the number of fraud cases is extremely small. Perhaps in no other field of business transaction are honesty, fairness and sportsmanship so manifest. The dog faker and the dishonest dog dealer are in the very small minority.

Most dog sales are made on the basis of full cash payment in advance. Recently the method of payment in installments has received attention. Some opposition exists against this method of payment. It is in trend with the times. Installment or partial payments are offered in almost every line of merchandising on sales as low as five dollars total.

In our opinion, there should be a wider use of this method of payment. It can be employed to advantage on dogs selling at a price of \$50 or higher. The sale should not be made indiscriminately. The seller should ascertain the liability of the buyer, his employment, whether or not he owns an automobile or

other property, where he transacts his banking, and other pertinent details.

There are a number of legal considerations involved in time payment contracts such as when the title passes, the mortgage on the dog, who pays the license fee, and the like. All these are covered in time payment contract blanks, which are available from most dog magazines.

Will Sell More and Better Dogs

Payment of at least one-third as a down payment should be required.

Time payments will bring more sales, particularly of the better-grade dogs. When a good dog can be purchased on time payments, the prospect is less likely to buy a low-priced dog.

Many persons like to own a pedigree dog but cannot make the entire payment at one time. They live on a narrow margin of ready funds and the amount of available cash at any one time is small.

There are many demands upon the family for its income. Where the sum of fifty dollars or more

must be paid out immediately for something which is not absolutely necessary, often the sale is not

made. We are heartily in favor of time payments and believe that the method offers a wider field for the sale of good pedigreed dogs.

H—WHAT PRICE PUPPY?

We come now to perhaps the most vital question in the sale of dogs—what is the proper price for a dog?

First, the word proper must be interpreted. Proper may refer to the value of a dog, to the amount of money the buyer possesses, to the necessity of the breeder for reducing his kennels, and to a number of other factors.

There is the policy on the part of some that a dog is worth the price it will fetch. This should be qualified so that the buyer will not be imposed upon. Clearly a dog of low-grade should not be sold at a fancy price even tho the buyer might be influenced to pay the excessive price.

Two Sales Groups

Let us clear the deck by dividing dogs for sale into two groups—the pet and companion group, and the show and breeding group. Dogs which are show or breeding prospects clearly are worth more money and the market for them is among breeders and exhibitors.

Sell Pets Early

The kennel should divide the dogs into these two groups at an early time and the dogs which are for use as pets and companions should be sold as early as possible. The age of three months is an ideal age for selling puppies. After that age, they become more subject to various ills; the cost of feeding increases; the profits will be devoured by the dogs themselves in the way of kennel expense and feeding costs. The pet puppy clearly becomes a profit-eater after the age of five months.

No higher price can be gotten for a puppy of this group at the age of six months as at the age of three months. Therefore, logic urges the breeder to move puppies of this

class as early as possible, not only for the sake of profit and getting one's money back earlier, but also for the sake of less work in the kennel and more space in it for coming litters. Also the puppy needs the greater personal attention the new owner can give.

Keeping Promising Puppies

But there is one consideration which the oldtime breeder at once presents—are you sure you can always divide the dogs into two groups? The answer is "no." A clear mark of the beginner in dogs is his definite statement that he can pick the champion in the nest.

The oldtime breeder, when there is a doubt in his mind, prefers to keep the puppy until it is six or eight or even ten months old; then he can settle definitely the question whether the dog will be a show winner, an excellent breeding specimen, or just another dog.

Selling Champions as Pets

A certain leading kennel in fox-terriers does not sell puppies. This kennel keeps all dogs until they are at least eight months old. Any dogs younger than this which are disposed of are given away at the age of two to three months for it is clearly known that they are utterly out of consideration as belonging to the class of dogs of good type.

Loud and long are the laments of oldtime breeders who have sold three-months puppies as pets at pet prices only to have these same dogs go on to high show honors and perhaps reach a sales value as high as five hundred dollars. Consequently, where the breeder has any doubt in his mind, he prefers to pay the extra expense of feeding and care until the dog has advanced toward maturity.

Minimum Sales Price

Few subjects cause such sharp

controversy as that of a minimum price for a puppy. This varies somewhat with the breed. Certain breeds have been sold at low prices thru many years. Popularity, type, the rareness of the breed, the reputation of the kennel, and other factors enter into the question of what should be the minimum price.

However, once a kennel has determined the minimum price, it should adhere to this figure and not make any exception. If a dog is not worth this minimum price, it should be given away without papers, and preferably altered, for to give a low-grade dog away without papers makes it still possible for this dog to perpetuate its type and to add to the number of dogs of poor quality.

\$25 as a Minimum Price

In our opinion, \$25 should be the minimum price for a puppy of any breed. Nevertheless, there are many breeders who sell dogs as low as \$10 each, dogs fully pedigreed and with all papers.

Setting the minimum price will not solve the question of sales. Dog World Magazine for instance, permits a sales price as low as \$15 and a stud fee as low as \$10 to be stated in an ad, altho it long has emphasized that the lowest sales price should be \$25. Advertisers, of course, can sell at still lower prices but the lower prices cannot be stated in the advertisement.

The magazine realizes that it cannot reform the dog field and that supply and demand, along with the vagaries of human nature, must regulate the price of dogs. Do not blame dog magazines for low sales prices.

Groups of Sales Prices

The kennel can have different groups of prices. Let us say that \$40 is the minimum price for the kennel. The dogs which are clearly dogs for pet and companion can be sold at the range of \$40 to \$50.

Females which give promise of

being good brood bitches can be sold at prices ranging from \$50 to \$75. Promising show stock can be sold from \$75 up.

Penalizing the Female

It has long been the custom to ask \$5 to \$10 more for a male than for a female puppy. This arises out of the necessity of keeping a female in heat from being pestered by males. Emphasis should be placed upon certain superior virtues the female possesses such as more obedient, less troublesome in the house, more sanitary, more attentive to children and less inclined to roam.

The author's defense of this sex, the leaflet entitled "The Female," should be given to every prospect who hesitates to purchase a female puppy.

Prices for Champions

The value of a dog and consequently the sales price of a dog after it has won at the shows is an open question. Ofttimes the best price for a male dog winning at the shows can be had just before he is finishing for the championship. Once a male has finished the title, the sales price may range from \$300 to \$1,000. After a champion male is five years old, his value begins to decline and at the age of eight years, it is seldom that a champion can be sold for more than \$150.

Male and Female Compared

The value of a champion bitch is not as high at the start as that of the male, but it maintains itself until about the age of six years, for the value of the bitch depends entirely upon the number of litters she yet can produce.

We would say that the average champion bitch in the average breed at the age of three years fetches an average price of \$300 whereas at the same age the male titleholder fetches \$500.

There are so many factors involved in the prices set for show winners that it is not wise to be arbitrary in naming precise figures.

I—ETHICS OF DOG SELLING

We have mentioned that most sales are made by correspondence and at a distance. The ethics of sales in the dog field are extremely high. Occasionally there is the instance where advantage is taken of the inexperience of a beginner by an oldtimer. The purchaser soon finds out that he has been imposed upon and the reputation of the seller suffers accordingly.

Truth Avoids Dissatisfaction

The kennel must watch the borderline between sales talk and misrepresentation. Too much praise and too much enthusiasm may cause the seller to overstep this line until what he says borders upon misrepresentation. It is better to state reservedly but truthfully so that there will not be complaint later.

Status of Pet Shops

Unfortunately the retail outlets for the sale of dogs are not fully nor properly developed. Dogs cannot be purchased at corner grocery stores. Pet shops have had only a fair success due to the ravages of distemper, and oftentimes to the failure of the pet shop owners to keep premises in sanitary condition.

This condition is improving altho it is likely that always the great bulk of dog sales will be made direct from kennels and breeders to the buyer, for the dog is a living, breathing thing rather than a piece of fixed merchandise.

Guaranteeing a Show Prospect

To sell a dog with the definite promise that it will win at a dog show is foolishness, and should be so considered by the buyer. Only an unscrupulous breeder takes advantage of the novice by using this inducement for effecting a sale. As a matter of fact, such promise would not constitute cause for voiding a sale or securing damages later; it is a matter of prophecy, and considered sales puffery, because it is something over which the seller has not the least control, and the buyer should be aware of this.

Dogs are Living Things

At the beginning of this booklet

we stated that one of the requirements for successful dog breeding is a true love for dogs. This true love must be manifest at all times. The breeder has an attachment for his dogs which prevents him from considering them as merchandise on the shelf. His sale slogan should be "A Good Home for Every Dog."

His interest in the sale should not end with the sale itself.

Sell Competent Owners Only

He should be interested in making a satisfied customer as well as a sale. Consequently he should ask the purchaser to report after a few months concerning the condition of the dog and the satisfaction the dog is giving.

The breeder should choose the owner of his puppies for a dog should be sold only to a party who will and can take proper care of the



• In selling dogs as in selling any other article, the wideawake seller devises methods of his own "not in the books." Here a collie breeder uses the tire cover of his auto as a billboard.

dog. A dog should have a good home in order that the number of stray dogs will not be increased. Dog ownership brings the obligation to care for, supervise and train the dog properly. Unless the prospect is willing to do this, the breeder should not sell a dog to him.

Instructions on Care of Puppy

The interest which the breeder has in a dog after the sale usually urges him to give a booklet or leaflet on the care, feeding and training of the dog. This service really means better care and more comfort for the dog and more pride and satisfaction on the part of the new owner. The probability of illness also is lessened.

Not a few kennels give to each purchaser of a puppy the author's Handy Dog Booklet "Puppies and Their Care."

Be Considerate of the Puppy

A dog, particularly a young puppy, is a bundle of soft, cuddly, affec-

tionate fur. It is taken away from the warm breasts of its mother, away from its brothers and sisters, away from the scene of its birth and its happy playground; it is suddenly thrown into a new world where it must meet new faces, hear strange sounds and yield to a new master.

It must have care several times each day. Its mind must be developed and its character formed. The psychology of its mind must be understood by the master.

The seller of a dog sells a living thing which of all the animal kingdom approaches nearest to the human race in its possibilities of mind. As important as are the amount of price and the getting of the price at the time of the sale, the assurance that the new master of the dog will give the dog every attention, furnish it a good home, and train its mind properly is more important.

The dog is the only instance where money can buy true love.

THE END

"A dog is the only
true love that
money can buy,"
says Capt. Will Judy.

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(We can not furnish samples)

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A complete book, looseleaf, with binder and all necessary forms, for keeping exact, easy records of everything about the kennel. 8 different forms for all purposes.

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A tribute in praise of the female dog. By Will Judy. Rev. 2nd ed. Give a copy to the prospect who demands a male. 100 for \$1.00; 500 for \$3.50.

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